

ANNEKE KELLER

INTERIM CTO | SUPERVISORY BOARD | AUTHOR | TECH & INNOVATION LEADER | FOOD FOREST OWNER



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Married, 3 children

PUBLICATIONS & RECOGNITIONS

- **Author** | The Cherry Model (book 2023)
 - **50 Most Inspiring Women in Tech NL** | 2016, 2017, 2019
 - **Top 3 – Most Innovative Leaders** | 2021
 - **Top 3 – CIO of the Year** | 2022
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PROFILE

Empathetic and results-driven technology and innovation leader with experience scaling digital organisations (data, AI, cloud, e-commerce), building high-performing teams and leading DevOps transitions. Known for setting a clear strategy, solid execution, and connecting strategic goals with technology. Recognised as the author of *The Cherry Model* (2023) and repeatedly listed among the most inspiring and innovative tech leaders.

EXPERIENCE

Interim Manager/COO — Louis Bolk Institute | 2025

- Led the reorganisation from functional teams to research lines with theme leads as programme manager, and established the accompanying governance.
- Defined the IT roadmap and successfully delivered the end-to-end renewal of the IT platform. Developed AI policy and a data strategy (incl. security, ownership, GDPR and ethics) and set the direction for data management and (Agentic) AI.

CTO — PostNL | 2024–2025

- Developed and communicated the technology strategy with the corresponding architecture.
- Accelerated the Agile and DevOps transition across product teams and platforms.
- Launched the AI team and a data roadmap.

CTO — Wehkamp | 2021–2023

- Designed and set up the product & technology strategy and the corresponding organisation.
- Integration kleertjes.com platform, launch of the Wehkamp Tech Hub.
- Focus on time-to-market, reliability and customer experience.

Head of Jumbo Tech Campus — Jumbo Supermarkets | 2017–2020

- Founded and scaled the Jumbo Tech Campus (in-house software development, 400+ FTE).
- Built Jumbo's online sales channel and kept it reliably running throughout the COVID period.
- Designed and implemented the operating model based on my Agile expertise.

EDUCATION

- **Industrial Design Engineering, Delft University of Technology | 1990–1997**
Graduated.
- **MBA, IMD, Lausanne | 2001**
Shortened version, Part of KPN's management development programme.
- **SEPAM, Delft University of Technology | 1992 – 1996**
Systems Engineering, Policy Analysis & Management. Second study, several courses completed.

Head of Software Development — Coolblue | 2013–2017

- Scaled the DevOps team from 38 to 200+ FTE.
- Delivered an IT platform that reliably supported >50% revenue growth four years in a row; developed the team into a leading e-commerce team.
- Scaled the e-commerce platform and back office; successfully executed the migration to the cloud.
- NPS consistently above 60.

VP Software Engineering — TomTom International | 2007–2011

- Responsible for software development for all TomTom products.
- Implemented Scrum and scaled the international software development team from ~50 to 150+ FTE; revenue growth often >50% per year.
- Led software engineering through international expansion of the product range, later the transition to the Automotive industry.

IT Manager / Management Trainee — KPN | 1997–2007

- Various roles, including the implementation of KPN.com.
- Managed teams up to 250+ FTE.

BOARD & OTHER ROLES

Chair Advisory Board — LINKIT | 2023–present

- Sparring partner on growth and technology strategy.

Supervisory board member — BrandMR | 2019–present

- General oversight; advice on digital and technology strategy.

Co-initiator — Next Gen Tech Leaders (NGTL) | 2024–present

- Independent community connecting current and emerging tech leaders and strengthening leadership development.

Supervisory board member — WWF Netherlands | 2018–2025

- General oversight; strategy including digital, media and technology.

City councillor Delft — Political student party STIP | 1994–1995

- Co-founded STIP during my studies and served as a council member; the party later became the largest in the city.

Founder and owner — Robijnsbos Food Forest | 2020–present

- Accountable for the vision, design and establishment of a 3-hectare food forest; focused on biodiversity, education and a regenerative local food system, supported by 6–8 volunteers.